

Hydro-Québec Ad Campaign

November 2020- April 2021

Prepared for:



Print Creative

Rain Drop (2021)

BEHOLD THE MIGHTY RAIN DROP

This little drop may not seem like much, but it contains more potential than you probably realize. How much more? Well, just a half-inch of rainfall in northern Québec can produce enough energy to power every home in Maine for six months! Together with wind and solar, clean hydropower can help Maine take significant strides toward reducing its fossil fuel consumption and the associated greenhouse gases. Turns out, a little drop can make a big splash.



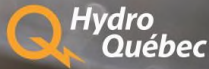
WWW.CLEANENERGYFORME.COM

Paid for and authorized by the Hydro-Québec Maine Partnership, 225 Asylum Street, 27th Floor, Hartford, CT 06103 Jean Lapointe, Treasurer

Shine (2021)

WHEN IT RAINS, WE SHINE

Most of us prefer sunny days to rainy ones, but for close to 80 years, we've turned rainy days into millions of megawatt hours of clean, renewable hydropower. In fact, just a half-inch of rainfall in northern Québec can produce enough energy to power every home in Maine for six months! Together with wind and solar, clean hydropower can help Maine take significant strides toward reducing its fossil fuel consumption and the associated greenhouse gases. That should make everyone's day a lot sunnier!



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Landing Pages

Clean Energy For Maine Landing Page (2021)

THE CLEAN ENERGY CORRIDOR MEANS

CLEAN POWER FOR MAINE NOT JUST MASS

Maine is getting its share of clean, renewable hydroelectricity. Despite opponents claiming that all the energy will go to Massachusetts, Governor Mills worked with Hydro-Québec to ensure that Maine gets enough hydropower to meet the needs of tens of thousands of Maine homes and businesses.



MAKING CLEAN ENERGY MORE AFFORDABLE



MAINE CAN BREAK FREE FROM FOSSIL FUELS



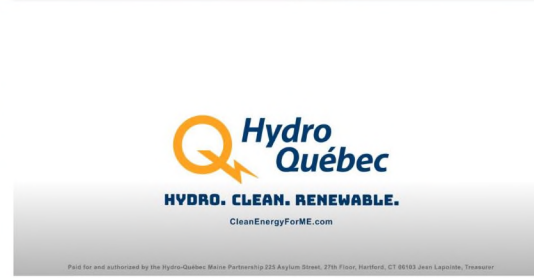
PRESERVING MAINE FOR FUTURE GENERATIONS



FULLY PERMITTED

TV

:30 TV Spot (2021)



Voice Over

Behold — the mighty raindrop.
Packed with potential, this tiny drop is headed for Northern Québec.
Once there, it will pass through a series of turbines, creating hydroelectricity.
A mere half-inch of rain in the La Grande Reservoirs can produce enough clean energy to power every home in Maine for six months.
All thanks to this little raindrop.
Learn more at Clean Energy For ME dot com.

[Video Link](#)

Social Media

November 2020 - April 2021

Hydro-Quebec Clean Energy Facebook Page



<https://www.facebook.com/hydroquebecenergy/>



Side by Side for Good

Published by Robin Dienel · December 28, 2020 ·

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Being from Québec, we know a thing or two about the cold. That's why [Hydro-Québec](#) has teamed up with The Salvation Army to purchase hundreds of hats, mittens and sleds to support the [#CoatsANDToys4Kids](#) program across Maine. Time spent outdoors is time well spent -- and winter's no exception!



#PowerToDoGood



Side by Side for Good

Published by Robin Dienel · December 21, 2020 ·

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[Hydro-Québec](#) is proud to help Mainers in need by supporting regional United Ways in their efforts to do good across Maine.



#PowerToDoGood



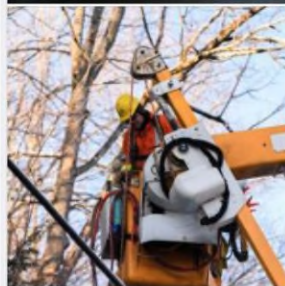


Side by Side for Good

Published by Eliza Hill · December 7, 2020 ·

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Winter showed up this weekend in force and soon, so will [Hydro-Québec](#). We've sent dozens of crews to help restore power across Maine. We are always happy to help and will continue to lend a hand as we head into the winter months!





Hydro-Québec Clean Energy

Published by Robin Dienel · February 22 ·



Adding hydro to the New England grid can provide consistent clean power supply, enhancing energy security. There is one thing for sure, Québec knows a thing or two about extreme cold and is ready to be the battery back up in any temp!





Hydro-Québec Clean Energy

Published by Robin Dienel · March 5 ·

When it comes to clean, renewable energy, this little drop can make a big splash.



CLEANENERGYFORME.COM

The Mighty Raindrop

Hydro. Clean. Renewable.

[Learn More](#)



Hydro-Québec Clean Energy

Published by Robin Dienel · March 5 ·

A half-inch of rainfall in Northern Québec can produce enough clean energy to power every home in Maine for 6 months.



Click to expand

0:07 / 0:16

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The Mighty Raindrop

Hydro. Clean. Renewable.

[Learn More](#)



Hydro-Québec Clean Energy

Published by Robin Dienel · March 5 ·



For close to 80 years we've been turning rainy days into clean, renewable hydropower.



CLEANENERGYFORME.COM

When It Rains, We Shine

Hydro. Clean. Renewable.

[Learn More](#)



Hydro-Québec Clean Energy

Published by Robin Dienel · March 5 ·



Rainfall in Northern Québec can become clean energy in your home, reducing Maine's fossil fuel consumption and the associated greenhouse gases. [Learn more about hydropower.](#)



CLEANENERGYFORME.COM

The Raindrop Effect

Hydro. Clean. Renewable.

[Learn More](#)



Hydro-Québec Clean Energy

Published by Robin Dienel · March 5 ·

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A half-inch of rainfall in Northern Québec can produce enough clean energy to power every home in Maine for 6 months.



CLEANENERGYFORME.COM

When It Rains, We Shine

Hydro. Clean. Renewable.

[Learn More](#)

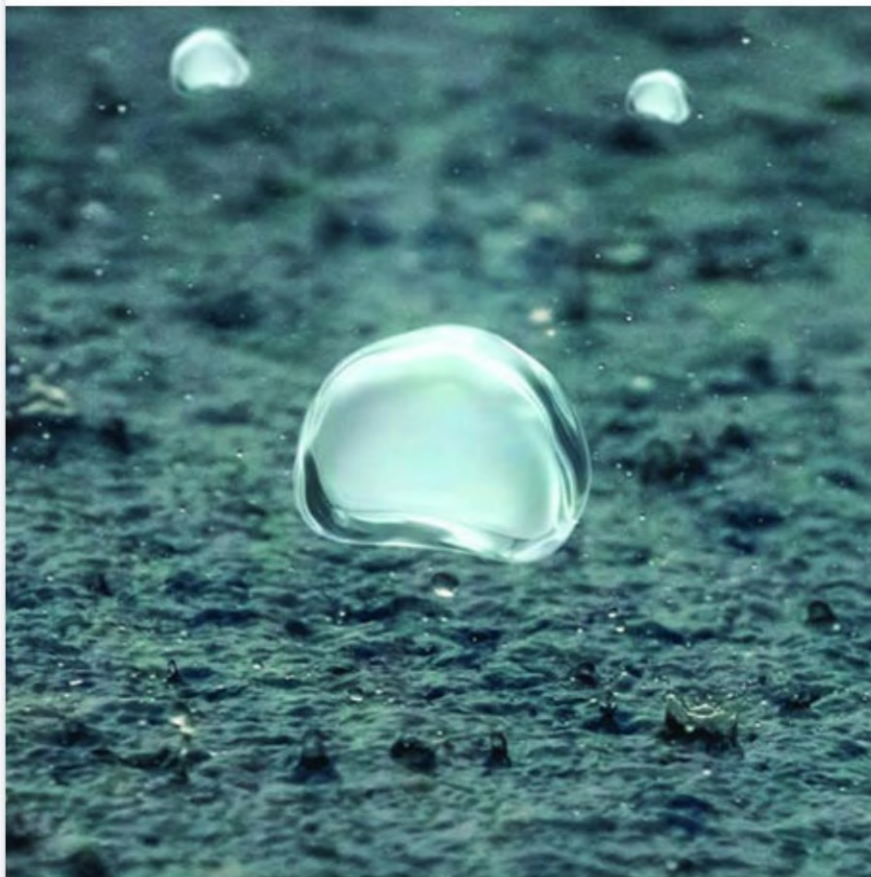


Hydro-Québec Clean Energy

Published by Robin Dienel · March 5 ·

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A half-inch of rainfall in Northern Québec can produce enough clean energy to power every home in Maine for 6 months.





Hydro-Québec Clean Energy

Published by Robin Dienel · March 22 ·



The NECEC will include a fiber optic line that over 70 communities could access along the 145-mile route through many areas that have lackluster or nonexistent internet.

https://www.centralmaine.com/.../controversial-power...



Hydro-Québec Clean Energy

Published by Robin Dienel · March 18 ·



Québec and Maine have similar climate goals, including towards transportation electrification. As part of the NECEC project, [Hydro-Québec](#) is providing \$15M in support of EV infrastructure. Thanks to these funds, over 550 vehicle charging stations will be installed across the state.



PRESSHERALD.COM

Quebec's rollout of electric vehicles holds lessons for Maine

In a virtual meeting Wednesday with Maine business leaders, speakers said incentives are k...



Hydro-Québec Clean Energy

Published by Robin Dienel · March 26 at 6:34 PM ·

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A half-inch of rainfall in Northern Québec can produce enough clean energy to power every home in Maine for 6 months.



CLEANENERGYFORME.COM

Rain, Rain Don't Go aWay

Hydro. Clean. Renewable.

[Learn More](#)



Hydro-Québec Clean Energy

Published by Robin Dienel · March 26 at 6:34 PM ·

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A half-inch of rainfall in Northern Québec can produce enough clean energy to power every home in Maine for 6 months.



CLEANENERGYFORME.COM

Right as Rain

Hydro. Clean. Renewable.

[Learn More](#)



Hydro-Québec Clean Energy

Published by Robin Dienel · March 26 at 6:34 PM · 🌐



A half-inch of rainfall in Northern Québec can produce enough clean energy to power every home in Maine for 6 months.



CLEANENERGYFORME.COM

The Power of Rain

Hydro. Clean. Renewable.

[Learn More](#)



Hydro-Québec Clean Energy

Published by Robin Dienel · April 22 at 11:08 AM ·

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Today, at the virtual Earth Day summit, President Biden committed the US to cutting greenhouse gas emission in half by 2030 through a rapid decline of fossil fuel use in virtually every sector of the economy. The clean energy corridor is a huge step in the right direction!



NYTIMES.COM

Biden commits the U.S. to cutting greenhouse gas emissions in half by 2030.

President Biden kicked off a two-day summit with 40 world leaders by saying "the cost of i...



Hydro-Québec Clean Energy

Published by Robin Dienel · April 14 at 2:32 PM ·

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After a comprehensive environmental assessment, the Clean Energy Corridor received yet another approval towards Construction of the Appalaches-Maine Interconnection Line in Québec which could begin in the coming months. This powerline will export clean, renewable hydropower from Québec to New England.



GLOBALNEWS.CA

Hydro-Québec gets green light from province to build Appalaches-Maine power line